

Hello! I'm

# Rodrigo *Deac*

Creative Director — Graphic & Web Designer — 12 YEARS · BRASÍLIA, DF - BR

Over a decade leading creative work in high-profile institutional environments — three Brazilian federal agencies, one of the largest creative companies in the United States, and an independent practice in Brasília. Brand thinking *paired with hands-on execution*: from concept to final deliverable, with fluency in generative AI applied to design.

◆ DIFFERENTIATOR



### AI applied to creative work

Enthusiast and active learner of generative AI, with specialized coursework and daily practice integrating AI into creative workflows.

## CONTACT

01

PHONE

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EMAIL

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PORTFOLIO

[rodrigodeac.myportfolio.com](http://rodrigodeac.myportfolio.com)

LOCATION

Brasília -DF, Brazil

LINKEDIN

[/in/rodrigodeac](https://in.linkedin.com/in/rodrigodeac)

## CORE SKILLS

02

DIRECTION

Creative direction  
Art direction  
Identity & branding  
Creative team management

EXECUTION

Graphic & editorial design  
Web design  
Video & motion  
Executive presentations  
Social media design

ARTIFICIAL INTELLIGENCE

Applied generative AI  
Prompt design  
AI-driven creative workflows  
Continuous learning

TOOLS

Adobe Creative Suite  
Figma  
After Effects · Premiere

## EDUCATION

03

### Postgraduate in Digital Marketing

UnICEUB — Brasília, Brazil

2017 — 2018

### Bachelor's Degree in Advertising

UnICEUB — Brasília, Brazil

2011 — 2014

### Ongoing Training in Artificial Intelligence

Multiple specialized courses

2023 — PRESENT

## LANGUAGES

04

Portuguese

NATIVE

English

ADVANCED

2024  
– today

Creative Director

Brazilian Supreme Court (STF) — Supremo Tribunal Federal

JAN 2024 – PRESENT · 2 YEARS 4 MONTHS · BRASÍLIA, BRAZIL

- Designed and managed **two distinct visual identity systems for two presidential terms of the Court**, leading from concept to full visual system rollout. Creative direction across **institutional communications for the highest court of the Brazilian Judiciary**
- — campaigns, official assets, executive materials, and editorial standards.
- Active design and creative direction across the **Court's official social media channels**, with continuous output for a nationwide audience.
- Application of **generative AI workflows** in day-to-day institutional design operations.

RECOGNITION

*Best WhatsApp Channel 2024 - Conbrascom Award.*

*Best Visual Identity of 2025 - National Communication and Justice Award.*

2023  
– 2024

Creative · Presentation Expert · Graphic Designer

Superside (United States · remote)

SEP 2023 – JAN 2024 · 5 MONTHS

- Design work for **international clients at one of the largest creative-as-a-service companies in the world**, focused on executive presentations and visual identity.
- Fully **remote, multicultural, English-speaking environment**, with high delivery cadence and Fortune-grade quality standards.

2020  
– 2023

Web Designer · Art Director

Superior Electoral Court (TSE) — Tribunal Superior Eleitoral

OCT 2020 – SEP 2023 · 3 YEARS · BRASÍLIA, BRAZIL

- Design and art direction for the communications of the **Brazilian Electoral Justice system**, including materials tied to the 2022 national election cycle.
- Led web design projects, digital assets, and institutional materials targeting a nationwide audience.

2019

Art Director

Ministry of Education (MEC) — Ministério da Educação

AUG 2019 – OCT 2019 · 3 MONTHS

2019

Visual Programmer

Superior Electoral Court (TSE) — Tribunal Superior Eleitoral

MAY 2019 – JUL 2019 · 3 MONTHS

2018  
– 2019

Creative Director · Digital Marketing Coordinator

Ingrupo

JUN 2018 – MAY 2019 · 1 YEAR · BRASÍLIA, BRAZIL

- Promoted to lead Digital Marketing operations, managing the outsourced agency and its integration with the in-house creative team.

2017  
– 2018

Creative Art Director

Ingrupo

APR 2017 – MAY 2018 · 1 YEAR 2 MONTHS

2015  
– 2017

Co-founder & Partner

Agência Maz

JUL 2015 – FEB 2017 · 1 YEAR 8 MONTHS

- Co-founded and operated an advertising agency specialized in **design and content marketing**.

2014  
– 2015

Art Director (Freelance and Junior)

Conectando Pessoas

JUN 2014 – JUL 2015 · 1 YEAR 1 MONTH · BRASÍLIA, BRAZIL